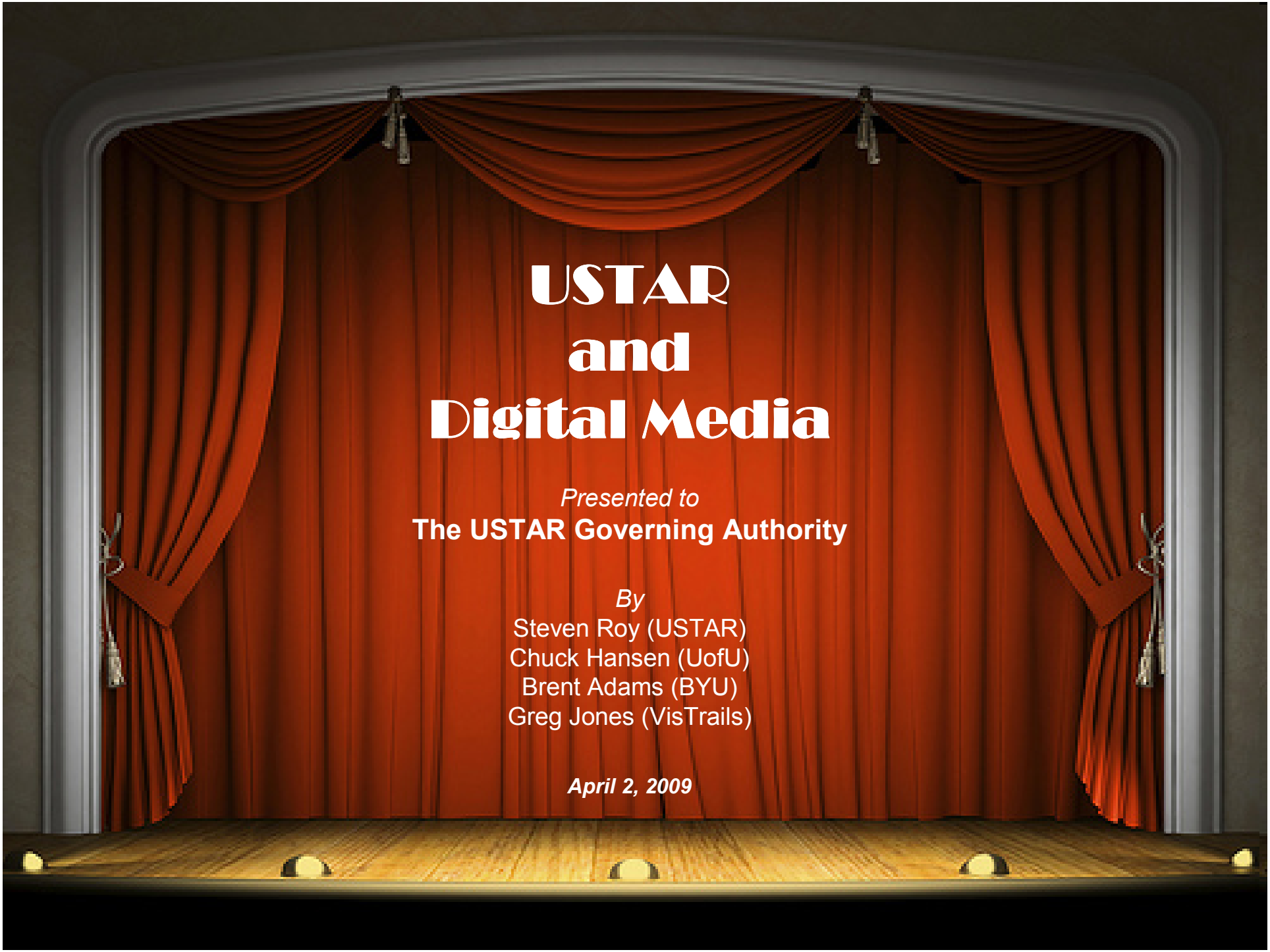

USTAR
and
Digital Media
Presented to
The USTAR Governing Authority
By
Steven Roy (USTAR)
Chuck Hansen (UofU)
Brent Adams (BYU)
Greg Jones (VisTrails)
April 2, 2009

"*Race to Witch Mountain*"

(Video Clip)

USTAR TOIP Objectives

- Accelerate technology commercialization of digital media research and tools
- Create, enhance and market digital media companies and technologies from Utah
- Establish and grow connective tissue between research, industry and digital media talent in the state

Agenda

1. The USTAR Digital Media Institute
2. Digital Media Education Statewide
3. Commercialization of Research
4. The Digital Media Industry in Utah

The USTAR Digital Media Institute

"Almost every influential person
in the modern computer graphics community
either passed through the University of Utah
or came into contact with it in some way."

The Algorithmic Image: Graphics Vision of the Computer Age
(Robert Rivlin)

The USTAR Digital Media Institute

- Hiring Strategy
  - School of Computing: Chuck Hansen and Bob Kessler
  - Fine Arts: Kevin Hanson and Roger Altizer
- Two USTAR hires:
  - Technical: graphics/animation, comp sci, SIGGRAPH
  - Creative/hybrid: content, modeling, interactive art, film
- Target hire characteristics:
  - Energetic, mid-career, up-and-coming star
  - Research has demonstrated industry impact
  - Can contribute to Entertainment Arts & Eng. program
  - At least one hire w/ extensive industry contacts/experience

Since September

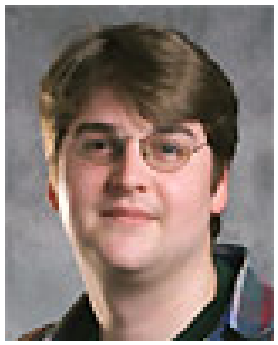
Plan of Action

1. Identify potential candidates (done)
2. Post Job ad (done)
3. Invite to campus for visit (done/in the process)
4. Recruit heavily (in the process)
5. Hire two positions!

What's Changed

1. State faced budget challenges
2. School of Computing lost additional DM faculty slot
3. Good selection of candidates currently interviewing

Actively Engaged



- Disney Research Labs
  - Headed by Peter-Pike Sloan
  - Focused on Computer Games
  - Working closely with Digital Media USTAR Cluster
  - Recruiting similar level of researchers but with more industry focus
  - Dynamic synergy between DM USTAR Cluster and Disney Research Lab

BYU Animation

(Video Clip)

"The quality of students coming out of BYU is the best in the world. One of the interesting things is, all of a sudden, in the last few years, we found that BYU has risen to the top. It's amazing to suddenly see that BYU is producing the best in the industry. It's the perception not just at Pixar but also at the other studios that something pretty remarkable is happening here."

Ed Catmull, Founder and current President of Pixar and Walt Disney Animation Studios

R. Brent Adams

Director of the Center for Animation

Brigham Young University

‘Collaborative / Interdisciplinary Education’

"The **MFA** is the new **MBA**"

"…[an] arts degree is now a hot credential in management. Meanwhile, MBA graduates are becoming this century's blue collar workers".

Harvard Business Review

"In this turbulent, get-real economy, the advantage goes to those who can out **IMAGINE** and out **CREATE** their competitors"

Roger Martin
Rotman School of Management

Art + Technology

"Art challenges the Technology
Technology inspires the Art"

John Lassiter
Pixar

In the past 6 years,
BYU students have won 9 **Student Emmys**
and 2 **Student Academy Awards.**

The **Center for Animation** at
BYU is a consortium of
4 Departments in 3 different Colleges.

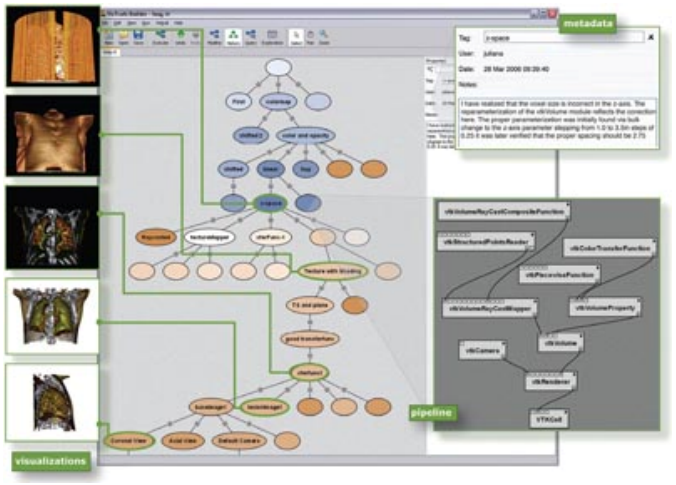
Digital Media Education Statewide

Salt Lake Community College

Stay tuned for more educational partnerships…

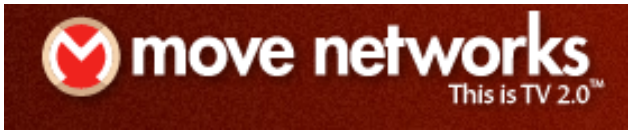
Commercialization of Research

- Clarifying Digital Media Institute and Other University Research Areas
- Refining Tools Development and Commercialization Strategy
- Identifying Research Needs of Film and Video Gaming Companies
- Connecting National and Regional Companies with Research Universities
- Focusing a Concept to Company Competition on Digital Media
- Supporting GOED and EDC Utah Digital Media Recruitment Efforts Currently Underway



VisTrails

The Digital Media Industry in Utah



The Utah Digital Media Alliance

- Digital Media Website
- Digital Media Talent Database
- UVU/SLCC Digital Media Student Pilot Program
- Digital Media “Think Tank”
- Digital Media Multi Media Events
- Digital Media High School Program

Adventure & Learning
(and lots of cool airplanes)
PAJAMA GLADIATOR
5¢
APRIL EDITION
VOL. 5
COLORADO
22
life. death. and life again.
PUSHING DAISIES
saving
sarah
cain
Play
EVERYONE
E
ESRB
SHIELD
Walt Disney
RACE TO
WITCH MOUNTAIN
ICGAMERS

Thank you!